

"A Meal Brings Fire to A City"-Take Tianshui Spicy Hot Pot and Zibo Barbecue as Examples

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ABSTRACT

The rapid expansion of Internet data has significantly enriched the landscape of research in tourism destination marketing. This study examines user feedback on four social media platforms between March and May of 2023 and 2024, focusing on comments related to Zibo barbecue and Tianshui spicy hot pot. These culinary offerings serve as pivotal drivers of local cultural and tourism consumption, thereby fostering economic growth. Leveraging the technology acceptance model, this research delves into the consumer psychology behind the transition from information reception to travel intention formation. By enhancing the theoretical underpinnings of food marketing, this study offers a multifaceted exploration of "food + travel" promotional strategies. It proposes actionable approaches for cultivating local distinctiveness, aiding cultural and tourism authorities in establishing unique cultural brands, elucidating the essence of intellectual property marketing, and furnishing insights for local promotional efforts to attract a larger tourist influx.

KEYWORDS

Culinary tourism; Destination branding; IP marketing; Technology Acceptance Model; Viral consumption

1. INTRODUCTION

Last year, "Zibo BBQ" appeared on the hot search list on social media platforms for many times, and the food traffic significantly increased the public's attention and interest in the city, becoming a characteristic network phenomenon in the post-epidemic era [1]. At the same time this year, "Tianshui Mala Tang" also appeared on the hot search list on social media, a time to Tianshui ticket difficult to get a ticket. In these two hot events, relevant departments of Zibo City government and relevant government departments of Tianshui provided high-quality series of services and guarantees, and made full use of social media marketing opportunities, multi-round planning, drainage circle, and created a good government image and city name card [1].

March 5, 2023, "College students take high-speed rail to Zibo to eat barbecue" on the hot search, topic day The broadcast volume reached 180 million, which quickly attracted self-media bloggers to punch cards and realize small-scale dissemination. On March 26, the video of "Zibo Barbecue Eating Method" released by the food shop blogger "Wulala" helped related topics to top the list of chatter hot spots. On April 9, bloggers specializing in counterfeit food released 10 store evaluation videos, and found that there was no shortage of weight, which successfully triggered social media users 'praise for Zibo, and the topic search volume reached an all-time peak on that day. On April 10, Zibo Culture and Tourism System issued a series of measures such as cracking down on lack of weight and black car and black shop, creating a safe consumption environment and making relevant topics hit the hot list again. On April 13th, Zibo City Government held a press conference to announce the establishment of barbecue association and release barbecue map. During May Day, the local

government held the Zibo Barbecue Festival, and launched barbecue special high-speed rail and public transport measures. A series of hot events have been reported by CCTV News, People's Daily official Weibo and many other mainstream media for many times. At the same time, "Zibo barbecue" with the help of social media platforms and online celebrity promotion, quickly out of the circle, forming a strong network influence and word of mouth effect [1]. At the same time, this year "Tianshui spicy hot is also out of the circle," March 1 to 27, Tianshui City received a total of 3.7 million tourists, realizing a comprehensive tourism income of 2.14 billion yuan. Meituan data shows that in March, the order volume of the current local spicy hot pot increased by more than 140% compared with the same period of the previous two months; the big travel data of mobile communication users shows that in the first half of March, the average daily number of people in the hot area "Tianshui Courtyard" reached 24,300, and the peak value reached 45,100; According to the data of the same journey travel platform, as of March 14, Tianshui's travel search index rose 186% in recent weeks, and showed a continuous rapid upward trend. As a city with a history of 8000 years, Tianshui undoubtedly broke the long-standing situation of "wine fragrance alley deep" through the way of "characteristic mass cuisine + Short Video transmission." The rapid development of Internet information technology has brought about an explosive growth in the amount of network data, which has revolutionized the marketing model of tourism destinations and has also become an important data source for related research. The rise and development of social media has spawned a large number of user engagement and valuable comments, bringing new opportunities and challenges to destination marketing researchers and practitioners. Web data mining and analytics technologies have become effective solutions to cope with change. Travel destination marketing is based on multi-dimensional text analysis, exploring user emotional tendencies, consumption preferences and concerns through natural language processing of online comments on social media platforms, and assessing the status quo of travel destination and business management to help stakeholders improve their own deficiencies and improve service quality, thereby attracting more users to visit or purchase [2].

2. LITERATURE REVIEW

Tourism destination marketing is a process of designing novel and appropriate tourism products or projects to attract tourists and meet market demand on the basis of full understanding of local tourism resources [4]. It has an important impact on urban sustainable development, strategic planning and brand image building, and can effectively promote urban economic and social development and cultural heritage, such as improving city visibility, attracting tourists to consume, displaying urban culture and promoting industrial transformation. In the era of social media, the speed of information dissemination has accelerated, the coverage has become wider, and significant changes have taken place in marketing methods. Tourism destinations can make full use of diversified methods such as network platforms, media reports, and cultural activities to publicize and display the advantages and characteristics of urban history and culture, natural scenery, economic development, and social governance, enhance their popularity, arouse national and even global attention and discussion, and shape their diversity. The city's brand image [3]. At present, there have been related studies focusing on the impact of tourism destination marketing on tourism behavior and satisfaction, the measurement of marketing performance and influencing factors. With the development of the Internet and social media, more and more researchers began to explore the impact of online public opinion on tourism destination marketing, with the help of new media tools to improve the level of tourism destination marketing has become an important issue [2]. Destination marketing emphasizes regionality and uniqueness, and develops to brand marketing and theme marketing with its own superior resources as the direction to create a distinct tourism image and competitive advantage. The research data sources have gradually developed from traditional methods such as questionnaire survey, field survey, interview and experiment to diversified methods such as online platform big data, which provides a more comprehensive, objective and scientific data base for marketing research. In terms of the value

function of online red cities, Hu Shenming and Mei Mei [6] believe that traditional online red cities usually rely on the tourism resources owned at the material level and use the online red effect to drive the positive value of urban economy. Fang Lingxuan et al. [7] pointed out that the activation of cultural resources can serve as a new driving force for economic growth and create consumer demand. Lu Changming and Chen Cheng [8] proposed that online cities can promote the coordinated development of urban innovation industries, drive industrial upgrading and provide more development opportunities. In terms of the formation path of online red city, the formation of online red city is closely related to mass media communication. Yang Ying and Ma Yiran [9] found that planning travel according to the recommendations and strategies of online communities has become a popular way of travel at present. Jiang Xiaoli and Guo Xudong [10] believe that media communication can drive tourism consumption, media simulacra as the driving force to attract tourists, forming a "media pilgrimage" phenomenon, people to view the card, photo sharing way to obtain social identity. Li Lianbi [11] pointed out that the main body and mode of communication of online celebrity cities have changed, forming a transmission path from official to folk, from macro to individual, from viewing to participation, and from offline to online. In terms of sustainability of popular cities, Sun Ping and Wang Degang [12] pointed out that city image is not completely shaped by mass media, but is influenced by multiple factors such as market, sensory, interaction, multi-subject linkage and emotional experience. Cai Libin et al. [13] believe that the construction path of the current online red city is becoming more and more complex, requiring many supports such as industrial capacity, supply, creativity, service and governance. Chen Yanyan and Ye Ziqing [14] proposed that urban cultural tourism should start with local unique cultural resources to enhance brand effect. Hu Shenming and Mei Mei [15] pointed out that the development of online celebrity cities has transcended the material level and presented emotional characteristics; administrative and media needs to be borrowed to and social forces to organize a common emotional space and mobilize the whole community. In the digital age, it seems easy for online cities to "go out of the circle", but it is difficult to form a sustained and stable effect. In the past, the shaping of popular cities was mainly through one-way communication paths; in order to achieve the sustainability of popular effects, non-traditional tourism cities obviously need new communication subjects and paths.

3. LANDSCAPE PRODUCTION, DIFFUSION AND RESOURCE TRANSFORMATION OF POPULAR CITIES

3.1. Landscape Production, Diffusion and Resource Transformation in Zibo

Zibo has rich historical and cultural heritage, such as ancient Qi ruins and ceramic culture. Popular landscapes often revolve around these historical sites, such as the Qilu Culture Museum and the Ceramic Museum. In terms of scenic spots, Zibo has also developed some modern scenic spots in recent years, such as food-themed online red card sites and scenic spots with industrial heritage as the background, which are often created into "online red" landmarks with unique visual effects. Zibo's dissemination is mainly through social media and Short videos platform, Zibo's popular scenic spots usually spread rapidly through social media (such as chatter, WeChat) and Short videos platform. Many bloggers and influencers use these platforms to share their travel experiences and punch photos. At the same time, Zibo also actively organizes online activities and challenges (such as punch card challenges) to encourage tourists to share their experiences, thus further expanding the communication effect. The popularity of online famous scenic spots directly promotes the development of tourism in Zibo. Catering, accommodation, transportation and other related industries have benefited greatly. Through the online fame effect, Zibo's brand awareness has been significantly enhanced, attracting more investment and business opportunities and promoting the diversified development of local economy.

3.2. Landscape Production, Diffusion and Resource Transformation in TianShui

Tianshui is famous for its natural landscapes, such as Maijishan Grottoes and Fuxi Temple, which often become focal points of online fame because of their strong attraction due to their history and unique geographical location. At the same time, Tianshui's traditional handicrafts and folk culture have also become part of the online landscape. For example, paper-cuts and handicrafts in Tianshui are often promoted in social media. Tianshui in tourism promotion above, Tianshui popular attractions are usually promoted through official tourism websites and public accounts, these platforms provide detailed scenic spot information and travel advice, Tianshui may also cooperate with travel bloggers and KOL, through their influence to promote, especially on platforms such as chatter and micro blog. Tianshui's online attractions not only promote tourism, but also promote the development of local cultural industries. The marketing of traditional handicrafts and the organization of cultural events have been strengthened. At the same time, the attention brought by popular scenic spots has enhanced Tianshui's popularity nationwide, which is helpful to promote local social and economic development and attract foreign investment and talents.

4. EVALUATION AND ANALYSIS OF LOCAL CUISINE

4.1. Zibo Barbecue

Self-oven processing, small cake folded after dipping sauce wrapped with barbecue and tender onion, small cake oven plus dipping constitutes the uniqueness of Zibo barbecue eating method. The video about Zibo barbecue has won millions of likes, indicating that it has attracted widespread attention from consumers. Zibo barbecue is dominated by hall food, tables and chairs are arranged compactly, strengthening consumer intimacy and promoting social interaction. Zibo barbecue and tourism, shop exploration, food teaching and other multi-field self-media IP linkage, through strengthening the sense of presence and immersion to attract audience groups, expand IP dissemination scope. Zibo roast derivatives are rich in varieties, such as dipping, catering shops, catering teaching, etc.; there are various commercial activities that can be planned, such as food street, food festival, etc.; barbecue is to roast the ingredients by charcoal fire or gas at high temperature, and the basic technology and mode can be innovated with low innovation. The production process is simple and common, the popularity is high, and the consumer acceptance is high. Connectivity. The price of Zibo barbecue is reasonable and meets consumer expectations. During the epidemic period, Zibo government entertained college students with barbecue, which triggered the hot tide of revisiting the old place. The government's measures to benefit the people, the enthusiasm of citizens and the integrity of merchants formed Zibo barbecue, a local delicacy.

4.2. Tianshui Hot Spicy Hot Pot

Tianshui spicy hot will be unique to the local sweet valley pepper and Wudu pepper into it, accompanied by long-boiled potato balls, soft smooth hand-rolled wide powder, thin crisp thick cut soft potato chips. Among them, Gangu chili, Wudu pepper is the national geographical indication products, plus a variety of Dingxi potato, the three together constitute Tianshui spicy hot symbol. Shared sex. Small tables and benches plus unobstructed street layout, frequent communication between customers during the concentrated queuing period, the place is very open and interactive. Tianshui spicy hot derivatives in addition to the base, restaurants and so on also include a variety of local characteristic ingredients sales. Tianshui government has held marketing activities such as Malatang "Food Festival" to stimulate consumption in all walks of life. Malatang is popular because it is simple and delicious, but relatively poor in innovation. Its ingredients and seasoning methods are relatively fixed, and different regions or restaurants may be fine-tuned, but not enough to give it a high degree of originality. At the same time, the Government has taken a number of measures to provide convenience to tourists. Residents share special products selflessly, and tourists taste

delicious food and return with full rewards. Tianshui Mala Tang is the epitome of Gansu people's forthright enthusiasm, and its people-friendly price also meets consumers' expectations for snacks.

4.3. Generality

Local cuisine, a hot topic, is characterized by high symbolism, strong sharing, high transformation, low originality and strong connectivity. Local cuisine food production process is simple and highly acceptable, adaptation is not. The needs of the same taste, while integrating regional characteristics into it, are more unique and identifiable. In the context of shared dining space, consumers and local citizens live close to each other for a long time, and the place is open for social communication. Consumers can also experience cultural exchange and integration during the meal. Local cuisine IP derivative products are rich and portable, adding freshness and sharing to tourism. On this basis, they can quickly generate economic benefits through brand cooperation and cross-border marketing. The cultural history of the original place endows IP with emotion and story, which becomes the key element to shape the image of tourism destination. Compared with other tourism resources such as natural landscapes, museums or sports, the behavioral experience of diet as a basic physiological need is less difficult, and the physical strength, money and time requirements are relatively low.

5. EXPLANATION OF THE INFLUENCE MECHANISM OF LOCAL CUISINE ON TOURISM INTENTION

The tourist experience as a whole depends on cultural experience, taste enjoyment, social interaction and other aspects of cognition. Consumers' positive attitudes increase their willingness to travel to destinations through curiosity, cultural identity and belonging, enjoyment and satisfaction. Except for their own attributes, the two local cuisines have high similarity in other external variables. Zibo barbecue eating method has a sense of ceremony and low learning cost, learning will not affect taste enjoyment. Tianshui Spicy Hot adopts local ingredients with unique taste. Irritant foods such as chili and pepper can be adjusted according to individual needs, bringing novelty experience and increasing perceived usefulness without reducing perceived ease of use. When consumers see food-related content in long-term accounts, trust in the account will encourage consumers to believe that the positive travel experience expressed by the account is true, and believe that they can get the same pleasure if they go to the place, thus increasing their willingness to travel to the place. Among the behaviors of government and non-merchant citizens, setting up food experience communication lines, drawing food maps, free pick-up and drop-off will make consumers feel convenient to obtain local food travel. Issuing consumption coupons, reducing tickets for destination scenic spots, gifts from non-merchant citizens, etc. make consumers feel profitable, thus increasing perceived usefulness. Meanwhile, the reduction of travel costs will increase consumers' sense of tourist experience. The integrity, friendly service and good business environment of merchants will make consumers believe that they will get pleasure and satisfaction during their journey, thus improving travel satisfaction. The strong interaction of local food consumption places will make consumers believe that traveling to the birthplace of American food can meet their social needs, thus enjoying the trip more. In recent years, people's material living standards continue to improve, people pay more attention to the experience of food, "food tourism" is easy to implement, this cognition makes them believe that they can get happy in the travel late delicious food, heart Love will be more pleasant, more will experience the joy of travel. If consumers believe that participating in food tourism is convenient and sufficient. They tend to stay longer in order to fully explore the rich resources of the local area, thus bringing a more fulfilling and enjoyable travel experience to consumers. A first taste of good food can give you a sense of freshness satiety, satisfying consumers while stimulating interest and curiosity. Tourists believe they are in tourism can be concerned by the local government and welcomed by local residents, thus generating positive effects on tourist destinations. The Group is committed to building a strong sense of identity and emotional connection, that is, belonging, so that consumers are full of

expectations for travel. Consumers believe in themselves. The opportunity to interact with local residents and communities meets the need for human interaction. In addition, consumers believe that to the destination can be more in-depth understanding of the local cultural customs, both can make consumers feel spiritual pleasure and satisfaction, resulting in positive attitudes. Good business environment makes consumers think that the destination is safe and will not be cheated, so that they are more willing to choose the place as a tourist destination, thus promoting the occurrence of tourism behavior.

6. DISCUSSION AND SUGGESTIONS ON HIGH-QUALITY DEVELOPMENT PATH OF CULTURAL AND TOURISM INTEGRATION

6.1. Strengthen Cultural Deposits and Optimize Tourism Products

Fully excavate local cultural resources and historical sites, pay attention to the protection and restoration of cultural heritage, and make it an important part of tourism products. Innovate traditional cultural expressions by combining modern creative and technological means, such as digital display of traditional crafts, to attract the attention of young people. According to the needs of different tourists, develop diversified tourism products, such as eco-tourism, historical and cultural tourism, experiential tourism, etc. Improve the quality of tourism services, focusing on the whole experience of tourists, including comfortable accommodation, high-quality catering and professional tour guide services.

6.2. Strengthen Infrastructure Construction and Promote Intelligent Development

Build convenient transportation network to improve the travel convenience of tourists, such as optimizing public transportation system and upgrading transportation hub facilities. To improve tourism facilities, such as the establishment of a comprehensive tourist service center, the provision of barrier-free facilities, enhance the overall experience of tourists. The use of big data, artificial intelligence, virtual reality and other technologies to enhance the tourism experience, such as virtual reality technology to allow tourists to experience historical scenes "immersively". Improve the operational efficiency of tourism resources through intelligent management systems, such as using big data to analyze tourist behavior to optimize resource allocation. Create unique brand image of cities and scenic spots, and enhance popularity and reputation through brand operation. Social media, Short Video platform, tourism website and other channels are used for marketing promotion to attract more target tourists.

6.3. Promoting Regional Synergy and Policy Support

Strengthen cooperation with neighboring cities, integrate regional resources and form linkage effects, such as jointly developing tourism routes and jointly organizing cultural activities. Establish a mechanism for sharing tourism resources within the region, sharing information, technology and management experience, and improving overall competitiveness. Advocate green tourism, implement green tourism policies and reduce the impact of tourism activities on the environment. Actively participate in social responsibility activities in local communities to enhance the sense of participation and happiness of community residents, such as supporting local economic and cultural undertakings. The government should formulate policies to support the integration of culture and tourism, provide financial support, tax incentives, etc., and encourage enterprises and social capital to invest in cultural and tourism projects. Establish and improve relevant laws and standards to ensure the protection of the rights and interests of all parties in the process of cultural and tourism integration and maintain market order.

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